

Message Text

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PAGE 01 STUTTG 01565 171453Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
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R 171420Z AUG 78
FM AMCONSUL STUTTGART
TO AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL MUNICH
USMISSION USBERLIN
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UNCLAS STUTTGART 1565

E.O. 11652: N/A
TAGS: BTRA, BEXP, GW, US
SUBJECT: FOREIGN BUYER PROGRAM: INTERNATIONAL WESTERN APPAREL AND
EQUIPMENT MARKET, DENVER, COLORADO, JANUARY 6-10, 1979
- PROGRESS REPORT NUMBER 1

REF: STUTTGART 1190

1. WE EXPECT TO REACH AGREEMENT ON A TRAVEL PACKAGE FOR THE
SUBJECT EVENT WITH INTER AIR (VOSS REISEN GMBH) FRANKFURT BY
FRIDAY AUGUST 25. TRIP PACKAGE BASICS ARE THE FLIGHT TO DENVER
BY WAY OF NEW YORK CITY USING PAN AMERICAN AND UNITED AIRLINES
WITH ACCOMMODATIONS AT THE DENVER HILTON. THE GROUP WILL LEAVE
FRANKFURT FRIDAY JANUARY 5 AND RETURN SATURDAY, JANUARY 13
(LANDING IN GERMANY, SUNDAY, JANUARY 14). THERE WILL BE AN
OPPORTUNITY TO ATTEND THE OPENING OF THE NATIONAL WESTERN STOCK
SHOW (WITH RODEO) THURSDAY, JANUARY 11 (THE MOUNTAIN STATES MEN'S
APPAREL CLUB/AMERICAN WEST OVERSEAS ASSOCIATION WILL ATTEMPT
TO RESERVE A BLOCK OF TICKETS FOR THIS). THERE WILL ALSO BE THE
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ADDITIONAL POSSIBILITY OF ARRANGING EXCURSIONS TO SCENIC, RESORT,
AND SKI AREAS NEAR DENVER. COST PER PERSON IS EXPECTED TO BE
DM 2790 AND THE ESCORT (PROVIDED 20 PEOPLE ACCEPT THE OFFER)
WILL BE ULRICH WEYDMANN, AMCONGEN STUTTGART.

2. GENE DOLLY, MOUNTAIN STATES MEN'S APPAREL CLUB/AMERICAN
WEST OVERSEAS ASSOCIATION TOLD US THAT BROCHURES AND OTHER

LITERATURE FOR THIS EVENT HAVE BEEN PRINTED AND WERE MAILED TO
US AUGUST 15. WE WILL DISTRIBUTE THESE TO ADDRESSEE POSTS AS
SOON AS THEY ARE RECEIVED.

3. SO THAT WE CAN MOVE SWIFTLY ON THIS PROMOTION, WE URGE POSTS
WHICH HAVE NOT YET PREPARED THEIR KEY PROSPECT LISTS FOR US TO DO
SO AS SOON AS POSSIBLE (STAFF AND WORKLOAD PERMITTING).
GROENEWEG

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NNN

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